

Rafiandra Widhiansyah, S.T., M.M.

Jakarta, Indonesia | (+62) 8118196980 | rafiandra.widhiansyah@gmail.com | [Portfolio Link](#)

WORK EXPERIENCE

INA Digital (PERURI Group)

Jakarta, Indonesia

Product Design Specialist

Nov 2025 - Present

- **National Product Design:** Designing user-centered interfaces for government digital platforms, supporting the delivery of national-scale services to thousands of active users.
- **Design System Integration:** Contributing to the development and scaling of a national design system to standardize accessibility and design efficiency across emerging digital government programs.
- **AI Workflow Optimization:** Implemented an AI-driven design workflow that reduced production time by **50%**, accelerating the hand-off to technical grooming and allowing for more in-depth analysis of UX metrics.

Telkom Indonesia

Jakarta, Indonesia

Design System Lead at Legion Design System

Jan 2025 - Oct 2025

- Directed a cross-functional team of 4 designers, 1 Scrum master, and 4 developers to enhance the Legion Design System, resulting in a 35% reduction in component development time and accelerating project delivery cycles by two weeks.
- Orchestrated the integration of AI tools such as Claude with CMP to enhance wireframing processes and accelerate the adoption of design systems, increasing efficiency by 40% and ensuring consistency across all product lines.

Product Design Lead at Pijar

Jan 2022 - Dec 2024

- Directed a cross-functional team of 10 designers, 5 product managers, and over 10 developers to develop an innovative edu-tech ecosystem, resulting in increased user engagement across 600+ schools and supporting the learning needs of over 400,000 students and 200,000 teachers.
- Spearheaded the redesign of the onboarding process, achieving a 40% increase in user activation rates and enhancing engagement metrics across new school partnerships.
- Led cross-functional collaboration with product, engineering, and education stakeholders to increase CBT adoption by 35% and reduce failed school test sessions by 55%, ensuring a reliable and scalable assessment experience.

UX Designer at Pijar

Dec 2020 - Dec 2021

- Redesigned Pijar Mahir course marketplace to streamline learning journeys, enabling 1,000+ users to successfully complete courses and driving a 35% increase in checkouts.
- Designed Pijar Belajar student app with integrated test preparation features, empowering 1,000+ students to practice effectively and achieving 85% feature adoption.

Sinbad (PT Sinbad Karya Perdagangan)

Jakarta, Indonesia

UI/UX Designer

Sep 2020 - Nov 2020

- Established a design system from the ground up for 3 DTP products, enabling 3× faster design cycles and 2× faster developer handoff while ensuring consistency at scale.

Cashbac (PT Global Pay Indonesia)

Jakarta, Indonesia

Jr. UI/UX Designer

Apr 2019 - Aug 2020

- Designed a merchant dashboard for 500+ merchants with real-time sales visualization and analytics/simulation tools, reducing monthly report creation time by 45% and driving 65% feature adoption.
- Redesigned Cashbac's main website, increasing visitors by 50%, boosting conversion by 35%, growing app downloads by 40%, and ultimately raising in-app transactions by 30%.
- Created standardized research guidelines adopted by 10+ users across cross-functional teams (design, operations, marketing) to support roadmap planning and future initiatives.

MENTOR EXPERIENCE

Hacktiv8 Indonesia

Jakarta, Indonesia

Part-time UX Lecturer

Oct 2021 - Oct 2023

- Taught 6 UX classes (5–10 students each), creating 12-session learning materials from fundamentals to real-world case demonstrations to support professionals transitioning into design careers.

Purwadhika Indonesia

Jakarta, Indonesia

Part-time UX Mentor

Feb 2020 - Sep 2021

- Taught 4 UX classes (8–14 students each) at Purwadhika, delivering a 12-session curriculum covering UI/UX fundamentals through real-world case studies to support professionals transitioning into design careers.

EDUCATION

Prasetiya Mulya School of Business & Management

Jakarta, Indonesia

Master Degree (Magister Management) | Business Management

Graduation Date: Dec 2024

Parahyangan Catholic University

Bandung, Indonesia

Bachelor Degree (Bachelor of Engineering) | Industrial Engineering

Graduation Date: Mar 2019

TOOLS & SKILLS

Tools: • Figma, Sketch, FigJam, Miro, Maze, Google Analytics, Jira, Notion, Confluence, Slack, Claude Code, Cursor, Framer, Canva

Skills: • Conversion Optimization, Feature Adoption Strategy, Dashboard & Analytics Visualization, Cross-functional Alignment, Mentorship & UX Education, Product & UX Design, and UI Design, Vibe Coding